I am not sure anyone knows how much food waste is caused by the food industry

- But I know it is a lot!
Here is one estimate

**FOOD WASTE**

Industrialized Countries

- Industry and Logistic: 14%
- Homes: 44%
- Restaurant and Catering: 42%

Flowchart:
- Farmers
- Processor and Packer
- Distributor
- Store
- Customer
Global Food Waste by Product

Source: FAO: Food Wastage Footprints, 2012
In order to fix the problem we need to know why the problem exists

- It makes no economic sense that the food industry would tolerate food wastes.
- Some things in the system lead food companies to waste!
I want to focus on the source of the problem:

- I think consumers are the biggest source of food waste.
- Not because they just throw things away, but how they Shop, Cook and Eat.
- Consumers want food waste...well maybe not want but act like they want food waste!!
If we believe that marketing is not making consumers buy what you want to sell but selling what people want to buy...then

- Food processors and the ilk are responding to consumers’ desires.
Which desires?

- Perfect food
- Consumers will not buy ugly food
One of the biggest food wastes in supermarkets is caused by the consumer desire for perfect food

- They will not buy apples that are slightly bruised, beans that are not a perfect color, mushrooms with brown spots; none of which significantly affects taste.
- The slightest imperfection on fruits and vegetables and consumers leave them.
Variety

- Consumers want to see a variety of choices in any category.
Variety

- When consumers look at a shelf they want to see choice and variety.
- By choice I mean they don’t want to see a dozen tomatoes to choose from they want a pile of tomatoes. They think these are just poor leftovers.
- A convenience store chain was having a lot of problems with pre-made salad waste.
  - They had a contest to see which store manager could have the lowest salad waste. And here is the winner’s strategy:
The winner

- He put one salad out at a time.
- He not only had the lowest food waste but the lowest sales of salads!!
**Side Orders**

- Grilled Chicken Breast $3.95
- Marinara Sauce $1.25
- Alfredo Sauce $3.95
- Alla Panna Pink Sauce $3.95
- Garlic & Olive Oil $2.00
- Meatballs $3.95
- Sausage $3.95
- Ranch $0.50

**Homemade Fresh Soups**

- Minestrone $4.95
  Italian soup with Vegetables & Pasta
- Chicken Noodle $4.95
  Homemade traditional recipe

**Salads**

- Tossed Salads $2.50
- Caesar Salad $4.95
  (With Chicken)
- House Greens
- Verona Salad $4.50
  Mozzarella, Olives, Tomatoes & Mushrooms
- Chef Salad $8.50
  Grilled Chicken, Roasted Peppers, Tomatoes & Fresh Mozzarella
- Greek Salad Special $6.50
  Onions, Olives, Feta Cheese, Tomatoes, Roasted Red Peppers with Red Vinegar & Olive Oil
- Antipasta Salad $6.50
  Ham, Salami, Provolone Cheese, Olives, Tomatoes, Mushrooms and Mozzarella Cheese.
- Grilled Chicken Florentine’s Salad $8.95
  Black Olives, Onions, Mushrooms, Artichoke Hearts, Tossed in Olive Oil and Vinegar.

**Hot Subs (foot long)**

- Philly Cheese Steak $6.95
- Eggplant Parmigiana $6.95
  Mushrooms, Bell Peppers & Onions
- Chicken Parmigiana Sub $6.95
  Sausage & Pepper Parmigiana $6.95
  Meatball Parmigiana Sub $6.95
  Sausage Calzone $6.50
  Stromboli $6.95
  Pepperoni, Sausage, Hamburger & Canadian Bacon.

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**Cheese Ravioli** $7.95
*Lasagna* $7.95
*Baked Ziti* $7.95

**Eggplant Parmigiana** $8.95
*Pasta Combo* $8.95

**Manicotti** $7.95
Pasta Stuffed with Cheese only (Ricotta & Mozzarella topped with Marinara)

**Eggplant Rollantini** $8.95
Fresh Eggplant filled with Ricotta & Romana cheese, topped with mozzarella cheese

**Cannelloni** $7.95
Pasta Stuffed with Ricotta, Mozzarella, Ground Beef & Spinach topped with Marinara

**Sausage & Peppers** $8.95
Italian Sausage & Bell Peppers sauteed in a Red Sauce & topped with Mozzarella Cheese and served with Spaghetti

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**ALL ENTRÉES SERVED WITH HOMEMADE ROLLS AND HOUSE SALAD**

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**Chicken and Veal Entrées**

- **Parmigiana** Lightly breaded, topped with Mozzarella in a Tomato Sauce.
  $9.95 / $10.95

- **Florentine** Fresh Mushrooms and Spinach sauteed and tossed in a Creamy Alfredo Sauce with Fettucini pasta topped with grilled Chicken or Veal.
  $10.95 / $13.95

- **Cacciatore** Sauteed with Mushrooms, Red Peppers and Onions in a Sherry Wine, Marinara Sauce.
  $9.95 / $12.95

- **Marsala** Sauteed with fresh Mushrooms and sweet Marsala Wine Sauce.
  $10.95 / $13.95

- **Piccata** Sauteed with fresh squeezed Lemon Butter & Capers in a White Wine Sauce.
  $10.95 / $12.95

- **Scar Pella** Sauteed with Roasted Red Peppers, Onions and fresh Mushrooms in a creamy Pink Sauce topped with Provolone and served with Spaghetti.
  $10.95 / $12.95

- **Carciofi** Sauteed with fresh Mushrooms & Artichoke Hearts in a Pink Sauce over Linguine.
  $10.95 / $13.95

- **Aristocrat** Sauteed with Eggplant in a Creamy White Wine Sauce topped with Provolone and served with Spaghetti.
  $10.95 / $13.95

- **Calabrese** Sauteed with fresh Mushrooms, Artichoke Hearts, and Red Bell Peppers in a Creamy Sauce.
  $10.95 / $13.95

- **Fettucini Alfredo** Sauteed with creamy Alfredo Sauce.
  $9.95 / $13.95

- **Verona** Sauteed with Mushrooms, Tomatoes and Artichoke Hearts, in a White Wine Sauce.
  $12.95 / $13.95

- **Francesc** Egg-battered and served with Lemon Butter Sauce on a bed of Linguine.
  $11.95
Would you go to a restaurant that has a very limited menu?

- Some of you in this room might say “yes” but most Americans want lots of choices in a restaurant!
- How do you think they have such choice...they waste food.
- Supermarkets learned a lesson when they started selling more prepared food. Most lost a lot of money in food waste until they limited the choices.
Supply chain

- The trick is to get the right products to the right store when customers want them.
- It is not easy!
- Especially with sales and promotions.
- An example is a sale on Apples...if all the promotional material fails to get to the store on time or is not put up on time, there will be overstock and waste. This happens more often than you think.
It is not just consumers

- Food processors want the maximum space on the shelf to “billboard” their products.
- This often means “extra packaging” just to take up space.
Most food processors want to develop their brand. But creating a proper package size for all the possible family sizes is difficult and often leads to waste.

Given that the fastest growing HH size is single person HHs most food companies are still using family of 4 sizes.

What happens when mismatch occurs...waste.
We consumers in the food industry can usually get what we want but sometimes the cost is very high in terms of food waste.

I sometimes think of the Rolling Stones song: You can’t always get what you want!
In store

- To deal with varying HH sizes some food retailers put in “bulk food.”
- You can just pick the amount that suits your family. Perfect right? Nope, it was deemed unsanitary and most supermarkets have taken it out.
- Some stores still don’t understand things like selling half a cantaloupe.
Food processors hate waste more than anyone!

- It comes right off the bottom line. If they waste a million dollars they lose a million dollars.
- Food processors that reduce waste have a higher profit margin and will get an advantage in the market.
- The indirect costs of waste is often not even measure...the added fuel costs of shipping food to a distribution and then throwing it out.
I think it is the “point the finger at someone else” syndrome

- Let’s blame someone else for our lack of concern.
- If consumers would consider less than perfect product (even at a lower price), or demand less variety, or pretty floor displays stacked to the ceilings food waste could be reduced.
- Make no mistake food processors can do more, and better forecasting and logistic technology is making a difference.
In my opinion it is “keep the pressure on”

- Don’t look for huge changes, look for changes moving us in the direction of less waste.
- Reducing waste is good for everyone and everyone including the food processors have to make an effort.
- However when it comes to making more money by reducing food waste, food processors will be at the front of the line!!
Thank you